

# **Business and Enterprise Systems**

---

**WE run the Systems that run the AIR FORCE...moving MONEY, MANPOWER and MATERIEL**

## **Doing Business with the U.S. Air Force**



**Ms. Denise S. Baylor**  
**Director, Small Business Programs**

# Doing Business with the Air Force

## Agenda

- Are all your ducks aligned in a row?
- Are you connected to the Decision Making Teams?
- Where do I find the upcoming opportunities?
- What's in my own backyard?

# All My Ducks in a Row

- Identify your NAICS code(s)
- Determine if the Federal Government purchases what you sell (FPDS)
- Register in SAM (System of Award Management)
- Determine if your firm qualifies for 8(a), SDB or SDVOSB, WOSB, EDWOSB, HUBZOne certification
- Search for Federal Procurement Opportunities
  - Beta-SAM (FedBizOPPs) website single point of entry for opportunities over \$25K
- DoD contracting legal procedures (FAR, DFARS, policy letters)
- Investigate GSA schedule (Is it right for you?)
- Forecast for your target agencies

# All My Ducks in a Row

- Explore subcontracting opportunities
- Don't ignore your secondary market subcontracting opportunities through prime contractor
- Investigate government programs
  - 8(a) Business Development
  - All Smalls Mentor-Protégé Program
  - Small Business Innovation Research (SBIR)
- Market your firm to the right contact
  - Prospective government customers

# Decision Making Team

## Small Business Professional (SBP)

- Do your homework before meeting with SBP
- Don't expect SBP to educate you on how to do business
- Do your research and come prepared with topics to discuss during the meeting
- Do review your company's listing in SAM
- Do review Beta-SAM (FedBizOpps) web site for specific upcoming opportunities and Sources Sought Notices
- Don't discuss technical details during your meeting with SBP when discussing the fit between your firm and the agency's needs.

# Decision Making Team

## Contracting Officer (CO)

- The Contracting Officer has the legal authority to make large purchases on behalf of the federal government
- Contracting officers (COs) are responsible for buying products and services
- They are not the technical experts
- Their focus is not on socio-economic certification, but rather, what contract vehicle will be used and the level of experience of the firm

## Vendor Responsibility

- Research the agency buying habits
- Determine if your services and products are purchased
- Determine how they make purchases: credit cards, negotiated buys, competitive bids, etc.
- Familiarize yourself with Federal, DoD and Air Force contracting procedures

# Decision Making Team

## Vendor Responsibility

- Determine if sole source contracts are used
- Identify the exact purchase vehicle the CO normally uses, such as a GSA Schedule, credit cards, or a particular type of contract
- Complete a listing of your past experience in working with their agency or your other references
- Discuss the financial stability of your firm
- Have your information collected ahead of time
- Be prepared for a 15-20 minute meeting to discuss the fit with agency's needs, what contract vehicles you are prime and a subcontractor

# Decision Making Team

## Program Manager

- People who actually use the products and services
- They are the technical experts, and they are most likely to appreciate the details of why a product or service is a better choice
- It is important to take the time to identify and be introduced to the PMs
  - Build relationships
  - Become a known and trusted entity to the PM before the proposal is advertised
- Program Manager develop the technical requirements for procurement, and may even make specific vendor recommendations to the CO; therefore it is well worth the time and effort to get to know PMs and have them get to know your business



# Decision Making Team

## Vendor Responsibility

- Determine the level of technical detail required at the meeting
- If you are not the technical expert for your firm, make sure to include him/her
- Research past projects run by the PM
- Identify clear differentiators that your firm offers
- Wow him/her with your proven expertise
- The PM meeting is the one time that you want to pull out all stops regarding the technical details of your services and products
- Provide as much detail as time allows, especially when you can back it up with strong references

# Bottom Line

## Successful contractors

- Spend the time to identify the layers of decision-makers
- Meet with the team to discuss the appropriate requirements
- Build a relationship with team based on trust and ability



# Upcoming Opportunities

# Upcoming Opportunities

- **Beta-SAM (FedBizOPPs):** [beta.SAM.gov](https://beta.sam.gov)
- **Pitch Days**
- **Industry Days**
- **Matchmaking Events**
- **Procurement Technical Assistance Centers:** [www.dla.mil/smallBusiness/PTAP/PTAC/as.aspx](http://www.dla.mil/smallBusiness/PTAP/PTAC/as.aspx)
- **Air Force Office of Small Business Programs:** [www.airforcesmallbiz.af.mil/](http://www.airforcesmallbiz.af.mil/)
- **DoD Office of Small Business Programs:** <https://business.defense.gov>
- **SBA:** [www.sba.gov/](http://www.sba.gov/)
- **Federal Procurement Data System Next Generation (FPDS-NG):**  
[www.fpds.gov/fpdsng\\_cms/index.php/en/](http://www.fpds.gov/fpdsng_cms/index.php/en/)
- **USA Spending.gov:** [www.usaspending.gov/#/](http://www.usaspending.gov/#/)

# Save *the* Dates



## **MITs**

Montgomery Information Technology Summit  
**18-20 May 2020**  
*Renaissance Montgomery Hotel & Spa at the Convention Center*



Business  
And  
Enterprise  
Systems

*12<sup>th</sup> Annual BES (AFLCMC)*

## **VID Vendor Industry Day**

**20 May 2020** *Immediately following MITs in the MPAC Theatre  
Renaissance Montgomery Hotel & Spa at the Convention Center*



**Air Force Information Technology & Cyberpower Conference**  
**24-26 August 2020** *Montgomery, Alabama*

*Hope to see you there!*





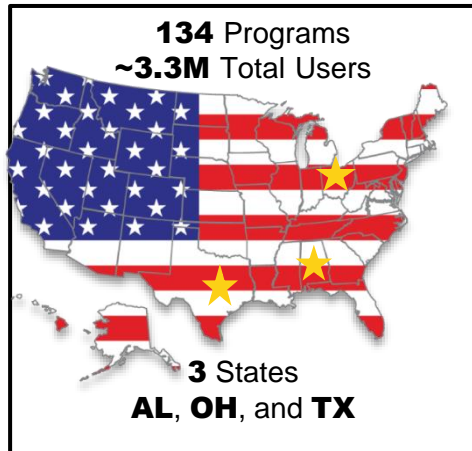
**Welcome to My Backyard**



# BES Directorate Overview



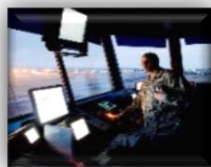
## BES at a Glance



<b>BCAT I</b>	<b>2</b>
<b>BCAT II</b>	<b>8</b>
<b>BCAT III</b>	<b>78</b>
<b>ACAT I (NSS)</b>	<b>1</b>
<b>ACAT III (NSS)</b>	<b>2</b>
<b>O&amp;S (NSS)</b>	<b>12</b>
<b>Support</b>	<b>24</b>
<b>SCAT</b>	<b>7</b>

**Over 400 apps, 7 IDIQ  
contract vehicles  
w/\$24B ceiling**

**89 DISTINCT CUSTOMERS and 200+ STAKEHOLDERS**  
**Most at the GO/SES level**



### MISSION

- Operate
- Integrate
- Innovate

### VALUES

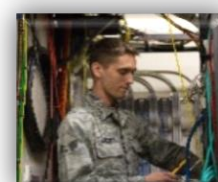
Delight the User!

### BUSINESS AREAS

Civil Engineering	Logistics
Communications	Personnel
Transportation	Medical
Contracting	Infrastructure
Finance	Operations
IT Services	Munitions
Acquisition	Maintenance

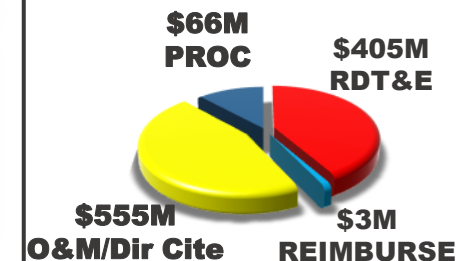
### FY 19 Accomplishments

- ❖ **334** S/W Releases/ Customer Requirements
- ❖ **783** Contract Actions, \$551M Reviews
- ❖ **74 Major Milestone Reviews**



## BES by the #'s

**\$1.029B**  
**PORTFOLIO VALUE**

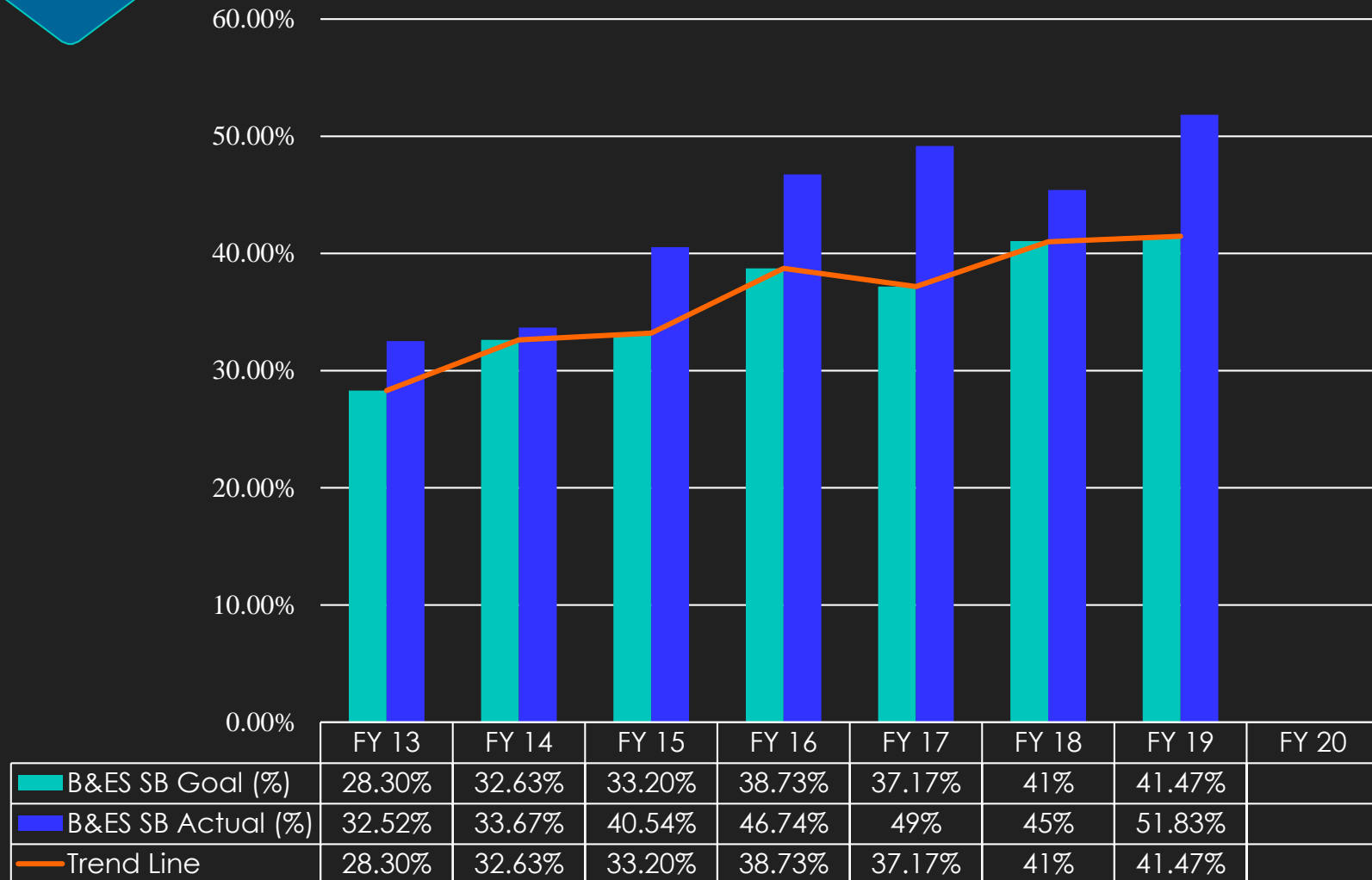


**2172 PERSONNEL**



**WE run the SYSTEMS that  
run the AIR FORCE...moving  
MONEY, MANPOWER and  
MATERIEL**

# FY19 – Another Banner Year for BES





# Know your BES Customer

## Prior to requesting a meeting

- BES purchases capability
- Market through Conferences, Industry Days, One on One Meetings and Other Meetings/Events
- Prioritize your needs before engaging others
- Convince the CUSTOMER that your expertise and capabilities are in its best interest of the Government
- Market Research
  - SMART Guide
  - Beta-SAM
  - Reference Guide
- Develop tangible relationships (having physical existence) with interested customers
- Understand their issues and requirements
- Adapt your technology to solve their problems
- Ensure the “contracting vehicle” is preliminarily identified

# Marketing to the Air Force & BES

- Conferences – Should be more of a general introduction of both parties
  - Be respectful of time – give your elevator pitch – less than 5 minutes – make arrangements for a follow-up meeting/phone call
- Industry Days are usually for specific requirement
  - Great opportunity for networking with other firms to find teaming partners – if one on ones are conducted during the event the discussion should focus on the specific requirement NOT how to do business question
  - One on One Meeting – Learn as much about the agency before the meeting
    - What do they buy? How do they buy? What certifications/clearances do they require?
    - Tailor your marketing to BES – What is most important to them? How you can help them?
  - Other Events – Understand the Purpose of the Event and tailor your discussion to the purpose

OTHER TIPS: Keep your capability statements short and to the point. Include relevant certification/registration. You may want to adjust to target different customers. Make sure your business card showcase your core competencies and capabilities.

# Communication is Key

- It's all about the Requirement/Challenge:
  - Explain *Requirement* in your words – no regurgitation
  - Read the entire solicitation—identify all submission requirements—create a matrix
  - BES will not consider your proposal if they are convinced you do not understand the requirement or challenge--Don't make assumptions- if unsure ask questions
  - Backup your claims with data when possible
  - Explain how your solution/technology solves our problem
  - Learn Air Force – language/acronyms
    - When in doubt ask questions, do not risk “talking past” the evaluator

**A well thought-out solution will convince us you understand the problem, and you know how to deliver the solution on time, at acceptable risk and fair and reasonable price.**

# Stay Connected

## BES Social Media

**Small Business Website:** [www.airforcebes.af.mil/Units/Small-Business-Office/](http://www.airforcebes.af.mil/Units/Small-Business-Office/)

**BES Website:** [www.airforcebes.af.mil](http://www.airforcebes.af.mil)

**Email:** [BESVendorComm@us.af.mil](mailto:BESVendorComm@us.af.mil)

**Twitter:** [Twitter.com/AirforceBES](https://twitter.com/AirforceBES)

**Facebook:** [facebook.com/AirForceBES](https://facebook.com/AirForceBES)

**Instagram:** [Instagram.com/AirForceBES](https://Instagram.com/AirForceBES)

## SAF/SB Social Media

**Website:** [www.airforcesmallbiz.org](http://www.airforcesmallbiz.org)

**Email:** [answerdesk@airforcesmallbiz.org](mailto:answerdesk@airforcesmallbiz.org) (Customer Service)

**Twitter:** [Twitter.com/AFSmallBiz](https://twitter.com/AFSmallBiz)

**Facebook:** [facebook.com/airforcesmallbiz](https://facebook.com/airforcesmallbiz)

**LinkedIn:** [linkedin.com/company/airforcesmallbiz](https://linkedin.com/company/airforcesmallbiz)

# Small Business Links

- **Air Force Small Business:** [www.airforcesmallbiz.af.mil/](http://www.airforcesmallbiz.af.mil/)
- **Dynamic Small Business Search System:** [https://web.sba.gov/pro-net/search/dsp\\_dsbs.cfm](https://web.sba.gov/pro-net/search/dsp_dsbs.cfm)
- **Beta-SAM:** <https://beta.sam.gov/>
- **SBIR:** [www.sbir.gov](http://www.sbir.gov)
- **SAM:** <https://uscontractorregistration.com/search-sam-cage-duns/>
- **BES:** [www.airforcebes.af.mil/](http://www.airforcebes.af.mil/)
- **BES Vendor Communication:** <https://www.airforcebes.af.mil/besvendorcomm/>
- **SBEAS:** <https://www.netcents.af.mil/Contracts/SBEAS/>
- **Locate a Small Business Specialist:** <https://www.airforcesmallbiz.af.mil/Small-Business/Locate-Specialist/>
- **All Small Mentor Protégé Program (ASMPP):** <https://www.sba.gov/federal-contracting/contracting-assistance-programs/all-small-mentor-protege-program>

# Point of Contact Information

**Ms. Denise Baylor**

BES Director, Small Business Program

490 East Moore Drive

Bldg 892, Room 110C

Maxwell AFB-Gunter Annex AL 36114

**Email:** [denise.baylor@us.af.mil](mailto:denise.baylor@us.af.mil)

**Phone:** 334-416-4137

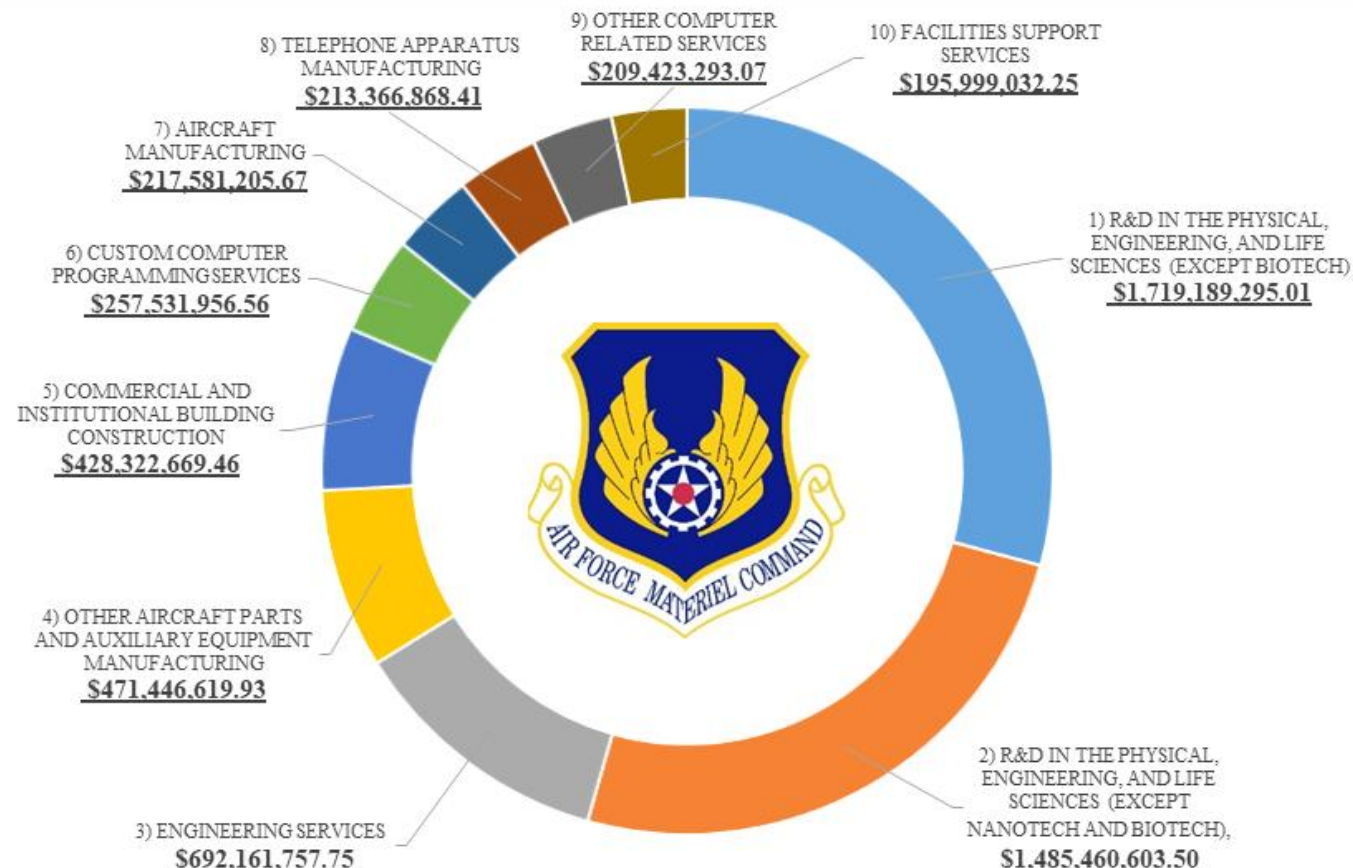


# Back-up Slides

# North American Industry Classification System (NAICS)



## ***FY19 AFMC TOP TEN NAICS***





# Small Business Innovation Research (SBIR)

- Established in 1982
- Engages in Federal Research/Research and Development (R/R&D)
- Three-Phase Program
- Phase I awards are an initial study of technical feasibility. Phase I awards do not exceed 150,000 total cost for 9 months; 6 month for research and 3 additional months for reporting
- Phase II awards (project development to prototype): Continue R/R&D efforts initiated in Phase I. Funding is based on results achieved in Phase I and scientific and technical merit and commercial potential of the project proposed in Phase II. *ONLY* Phase I awardees are eligible for a Phase II award. SBIR Phase II awards normally do not exceed \$750,000 total costs and are for 27 months; 24 months for research and 3 additional months for reporting.
- Phase III (Commercialization) is for the small business to pursue needs identified by the government having the potential to be developed into a product or service for commercial or defense markets resulting from Phase I/II R/R&D activities. The SBIR program does *NOT* fund Phase III awards. These efforts *may be follow-on non-SBIR funded R&D or production contracts for products, processes or services* intended for use by the U.S. Government.
  - SBIR Phase III refers to work that derives from, extends, or logically concludes effort(s) performed under prior SBIR funding agreements (Phase I/II).
  - SBIR technical data rights extend to Phase III
  - Phase III contracts or subcontracts may be awarded without further competition
  - Must show preference for SBIR-funded technology in Phase III
  - SBIR Phase III contract actions must be reported as such in FPDS-NG
  - DOD SBIR/STTR Home Page: <https://rt.cto.mil/rtl-small-business-resources/sbir-sttr/>

# Small Business Innovation Research (SBIR)

- **SBIR Program Eligibility**
- To be eligible to participate in the SBIR program, the company must:
- Be a small business with 500 or fewer employees, including affiliates
- Be independently owned and operated and organized for profit
- Have its principal place of business in the United States
- Be at least 51% owned and controlled by one or more individuals who are citizens of, or permanent resident aliens in, the United States, or Be at least 51% owned and controlled by another for-profit business concern that is at least 51% owned and controlled by one or more individuals who are citizens of, or permanent resident aliens in, the United States
- Perform the R/R&D work in the United States
- Receive SBIR Funds
- Each awardee of a SBIR Phase I or Phase II award:
  - Must qualify as a Small Business concern at the time of award set forth in SBA's regulations<sup>196</sup>
  - Must submit a certification stating that it meets the size, ownership and other requirements of the SBIR Program at the time of award set forth in SBA's regulations<sup>197</sup>
- For Phase I: A minimum of two-thirds of the research or analytical effort must be performed by the awardee
- For Phase II: A minimum of one-half of the research or analytical effort must be performed by the awardee
- For both Phase I and Phase II: The primary employment of the principal investigator must be with the SBC at the time of award and during the conduct of the proposed project. Primary employment means that more than one-half of the principal investigator's time is spent in the employ of the SBC. This precludes full-time employment with another organization

# AFPEO BES Organization

## LEGEND

WP

Gunter

Randolph

Hanscom

**AFLCMC**

**SAF/AQ**

**Mr. Aldridge, Director**  
**Col Reybitz, Deputy Director**  
**Vacant, USAFR IMA**  
**CMSgt Grames, Superintendent**

**DET 5**

Lt Col Amissah

**PEG**

Mr. Davis

## PEO Functional Staff

**PM**

Col Reybitz

**FM**

Mr.  
Coleman

**PK**

Ms. Crews

**LG**

Mr. Durst

**EN**

Mr. Robinson

**COS**

Col Strakos

## PEO Staff

**DISA Liaison**

Ms. Chadderdon

**SB**

Ms. Baylor

**JA**

Lt Col Miller

**CDO**

Dr. Besselman

**CXO**

Mr. Whittall

**Logistics Systems**

Col Burse  
D: Mr. Nixon

**Mission Support Sys  
HIB**

Mr. Hamilton  
D: Mr. Brumfield

**Services  
Management  
HIQ**

Mr. Sampson  
D: Vacant

**Customer  
Services  
HIC**

Ms. Lankheit  
D: Mr. Young

**Operations  
HIO**

Col Strakos  
D: Ms. Lambert

**Mnx/Trans  
HIM**

Mr. Waugh

**Supply  
HIS**

Mr. Hunter

**Financial Systems  
HIG**

Col Bustelo  
D: Ms. Rhodes

**Human Resources Systems  
HIH**

Mr. Carter  
D: Mr. Cantu